GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1035
ANSWERED ON:24.11.2000
LAUNCHING OF NEW DD CHANNELS
AVSM, BRIG.(RETD.) KAMAKHYA PRASAD SINGH DEO

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there is any proposal under the consideration of the Government to launch some new channels apart from the existing DD-I, DD-News, and DD-World;

(b) if so, the details thereof and the time by which these are likely to be commissioned; and

(c) the other steps being taken to improve the quality of Doordarshan programmes so that Doordarshan can compete with other foreign TV channels?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a): Prasar Bharati has informed that Doordarshan has five principal channels- DD 1, DD2, DD (News), DD(Sports) and DD(World). Besides this, they have 15 Regional Language Channels and one Educational Channel (Gyan Darshan).There is no proposal under the consideration of the Government to launch new channels apart from the existing ones.

(b): Does not arise.

(c): The content, treatment and production values of programmes are regularly previewed and changes required are carried out. Each programme is previewed also for ascertaining its technical quality before telecast. Daily review of telecast quality is done and corrective measures taken whenever any flaw is noticed.